

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for funding at least one an interactive network site hosted on a server, the at least one interactive network site providing answers from an expert to at least two questions submitted by a plurality of users via at least two client interfaces, each of the at least two client interfaces being identified to the plurality of users as a forum on a predetermined subject matter of the forum, whereby one or more users may choose to visit a forum, the expert being presented simultaneously in each of the at least two forums, the method comprising the steps of:

providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;

receiving at the server at least two questions, the at least two questions being submitted via the at least two forums in which the expert is sumultaneously presented first and second commands generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;

routing the at least two questions the first question to the first chosen expert via the server, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;

receiving the at least two questions to the expert by means of a personal expert interface, wherein the personal expert interface is uniquely associated with the expert;

receiving at least two commands at the server via the personal expert interface of the expert,  
wherein a first one of the at least two commands includes a first answer to a first one of the  
questions submitted from one of the at least two forums and a first instruction instructing the server  
to post the first answer, and the second one of the at least two commands includes a second answer  
to a second one of the questions submitted from another one of the at least two forums and a second  
instruction instructing the server to post the second answer; and

~~routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;~~

~~posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and~~

~~receiving providing a payment, from by a third party associated with a third party product or service, for to fund access to the network site for by one or more of the plurality of users submitting one or more of the at least two questions, the third party being associated with a third party product or service.~~

**2. (currently amended)** The method of claim 1, wherein said payment represents access fees required for the one or more users to access the network site.

**3. (original)** The method of claim 1, wherein the third party is one of a medical insurance provider, a drug manufacturer, and a health maintenance organization.

**4. (currently amended)** The method of claim 2, further comprising the step of:  
transmitting personal information provided by the user via the server to the said third party  
in exchange for payment of the user's access fee by the third party.

**5. (currently amended)** The method of claim 4, wherein the transmitted personal  
information comprises at least one of demographic information, identification information, medical  
treatment information, and drug treatment information.

**6. (currently amended)** The method of claim 4, wherein identities of the one or more users  
users' individual identities are withheld from prior to the transmitted information being transmitted  
to said third party.

**7. (currently amended)** The method of claim 1, further comprising the step of:  
routing the first question via the server for display to a peer reviewer, wherein the first  
question may be selectively displayed on a personal expert interface of a the peer reviewer in a  
grouping of questions identified as being directed to the peer reviewer.

**8. (currently amended)** A method for funding at least one an interactive network site, the at  
least one interactive network site presenting questions submitted by at least one of a plurality of  
users to at least one of at least two experts, the questions being submitted via at least one client  
interface, each client interface being identified to the users as a forum on a predetermined subject

matter of the forum, at least one forum presenting the at least two experts as experts on the predetermined subject matter of the forum, the method comprising the steps of:

providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic;

the server receiving a question submitted generated by one of the plurality of users via the client interface of the at least one forum a user during the forum and providing the user generated question to the expert;

the server routing the submitted question for presentation to one of the at least two experts;

the server presenting the question to the one expert via one of a plurality of personal expert interfaces, each personal expert interface being uniquely associated with one of the at least two experts and in communication with the server;

the server receiving a first command via the personal expert interface of the one expert, the first command including an instruction for the server to route the question to another one of the at least two experts via a personal expert interface of the other expert; and

receiving a third party providing a payment, the third party being for the provision of the forum from a third party associated with a third party product or service, wherein the payment is directed to fund access to the interactive network site by the one user that is independent of the network site;

wherein the payment represents a benefit provided to the user by the third party.

**9. (currently amended)** The method in accordance with claim 8, further comprising the step of:

the third party providing an additional benefit for the one user, the additional wherein the benefit comprising comprises at least one of access to the forum, payment of a fee for accessing the network site, a discount on a product, a medical treatment, a drug, an insurance premium, a deductible, or a co-payment contribution.

**10. (currently amended)** The method in accordance with claim 8, wherein said benefit comprises the one user obtains access to the interactive network site by redeeming one or more points credited to the one user by the third party, wherein the one or more points have been credited to the one user as a result of the one user's consumption of a third party product or a third party service crediting the user at least one point following a consumption of the product service by the user, said point being redeemable towards at least one of a visit to the network site or another network site and a visit to a forum.

**11. (canceled)**

**12. (currently amended)** A method for funding an interactive network site hosted on a server, comprising the steps of:

providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;

receiving first and second commands generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the

~~first question, and the second command includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;~~

~~routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;~~

~~routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;~~

~~posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;~~

~~receiving a payment for the provision of the forum from a third party associated with a product or service independent of the network site; and~~

The method in accordance with claim 8, further comprising the step of:

issuing a the third party providing a benefit in addition to the access-funding payment, the additional benefit concerning the a third party product or service and being provided to a fourth party other than the third party, the user, and the expert.

**13. (previously presented)** The method in accordance with claim 12, wherein the third party is a drug manufacturer and the fourth party is one of a health maintenance organization and a pharmacy.

**14. (previously presented)** The method in accordance with claim 13, wherein the benefit to the fourth party is a discount on a drug.

**15. - 22 (canceled)**

**23. (currently amended)** The method of claim 8, wherein the first command is identified as representing a request for a second opinion and the third party product or service is one of a medical product or a medical service, the third party product or service relates to the field of medicine, further comprising the step steps of:

~~receiving the user's request for a second opinion corresponding to the topic from an expert;~~  
and

~~the third party providing the one user with a discount on the third party product or service the medical cost from the third party, based on the request for the second opinion.~~

**24. (currently amended)** The method in accordance with claim 23, wherein further comprising receiving the second opinion from the other expert is at least one of an insurance case manager, a representative of the third party or a medical professional.

**25. (currently amended)** The method in accordance with claim 8 [[24]], wherein the first command is identified as representing a request for peer review, further comprising the steps of:  
the server receiving a first answer to the question via the personal interface of the one expert; and

the server routing the first question and the first answer to the personal expert interface of the other expert for peer review of the first answer further comprising receiving a peer's review of the second opinion provided by the expert.

**26. (currently amended)** The method in accordance with claim 24 [[25]], wherein the other expert peer is at least one of an insurance case manager, a representative of the third party or and a medical professional.

**27. (currently amended)** The method in accordance with claim 23, wherein the discount is applied to medical cost comprises at least one of a medical insurance premium, a drug treatment, or and a medical treatment.

**28. (currently amended)** A method for funding at least one an interactive network site hosted on a server, the at least one interactive network site providing answers from an expert to at least two questions posed by a plurality of users via at least two client interfaces, each of the at least two client interfaces being identified to the plurality of users as a forum on a predetermined subject matter of the forum, whereby one or more users may choose to visit a forum, the expert being presented simultaneously in each of the at least two forums, the method comprising:

providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts, the forum having a topic;

receiving at the server at least two questions, the at least two questions being submitted via the at least two forums in which the expert is simultaneously presented first and second commands

~~generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;~~

~~routing the at least two questions first question to the first chosen expert via the server, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;~~

~~routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;~~

~~posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;~~

receiving the at least two questions to the expert by means of a personal expert interface,  
wherein the personal expert interface is uniquely associated with the expert;

receiving at least two commands at the server via the personal expert interface of the expert,  
wherein a first one of the at least two commands includes a first answer to a first one of the  
questions submitted from one of the at least two forums and a first instruction instructing the server  
to post the first answer, and the second one of the at least two commands includes a second answer  
to a second one of the questions submitted from another one of the at least two forums and a second  
instruction instructing the server to post the second answer;

displaying a banner advertisement for a third party on a page of at least one client interface the network site accessed by the plurality of users ~~one or more~~ users; and

receiving providing a fee payment for the banner advertisement by the third party, wherein the fee payment is determined by a monitoring of traffic on based on a number of users accessing the network site by the server.

**29. (currently amended)** A method for funding at least one two interactive network sites site hosted by a server, the at least one interactive network site providing answers to questions presented by a plurality of users, the users communicating with the server via a plurality of client interfaces, each of the client interfaces being identified to the users as a forum on a predetermined subject matter of the forum, the forum enabling users to present questions and to view questions and answers relating to the predetermined subject matter of the forum, the method comprising the steps of:

providing a question and answer forum having a topic simultaneously on the two network sites hosted by a server for access by a plurality of users and a plurality of experts, wherein each of the network sites has less than all experts in common with the other site;

generating at least two fora by the server on the at least one interactive network site;

receiving a question at the server presented by a user accessing a first forum at one of the at least one interactive network site ~~first and second commands from at least one of the two sites, generated by one or more of the plurality of users, wherein the first command includes a first question and identifies a first expert chosen to answer the first question, and the second command~~

~~includes a second question and identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;~~

~~routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;~~

~~routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;~~

~~posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and~~

posting the question by the server in a location on the server accessible to at least one expert;  
presenting the question by the server to the at least one expert via a personal expert interface of the at least one expert, said interface being unique to the at least one expert and on which the question is displayed for the at least one expert to answer;

receiving at the server a command via the personal expert interface from the at least one expert in response to the question, wherein the command includes an answer responding to the question and an instruction; wherein the server posts the answer to the first forum accessed by the user to present the question; and the server further posts the answer to the question according to the instruction, wherein the instruction instructs that the answer be posted to at least a second one of the at least two forums at which the question was not presented by the user; and

~~receiving providing a payment by a third party, wherein the third party is from a third party for provision of the forum on a sponsor of at least one of the first forum or the second forum at least one of the two sites for which the third party is a sponsor.~~

**30. (currently amended)** The method in accordance with claim 29, wherein ~~the at least one expert is presented simultaneously as an expert in at least the first forum and the second forum each network site has at least one expert in common.~~

**31. (currently amended)** The method in accordance with claim 30, wherein ~~the question requests a second opinion in regard to a medical treatment being received by the user, and the at least one the common expert is a peer reviewer peer review personnel applying review criteria selected by the third party sponsor for providing the second opinion.~~

**32. (currently amended)** The method in accordance with claim 30, wherein ~~the question requests a second opinion in regard to a medical treatment being received by the user, and the at least one the common expert is a peer reviewer peer review personnel applying review criteria established independently of the third party sponsor for providing the second opinion.~~

**33. (currently amended)** The method in accordance with claim 30, wherein ~~the common at least one expert is one of an employee or and a contractor of the third party sponsor.~~

**34. (currently amended)** The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the at least one ~~two~~ interactive network ~~site networks~~ sites ~~includes are~~ at least one of a drug retailer network ~~site sites and or~~ a health maintenance organization network ~~site sites~~.

**35. (currently amended)** A method for funding ~~at least one~~ a plurality of interactive network sites ~~site hosted by a server, the at least one interactive network site providing answers to questions presented by a plurality of users, the users communicating with the server via a plurality of client interfaces, each of the client interfaces being identified to the users as a forum on a predetermined subject matter of the forum, the forum enabling users to present questions and to view questions and answers relating to the predetermined subject matter of the forum, the method comprising the steps of:~~

~~the server generating at least two forums in the at least one interactive network site; providing a plurality of question and answer fora for access by at least one user and at least one expert, each of the fora being generated at least one of the plurality of interactive network sites; receiving a question from a user accessing the forum of one of said plural interactive network sites;~~

~~identifying an expert chosen to answer the received question;~~

~~routing the question to the chosen expert;~~

~~receiving a response by the expert to the question, and a command signal selectively identifying at least one of the plurality of fora at which to post the response;~~

~~posting the response generated by the expert at the identified fora based on the command signal; and~~

the server sending a question presented by a user accessing a first one of the at least two forums to a first expert via a personal expert interface of the first expert, the personal expert interface of the first expert being a web page unique to the first expert on which the question is displayed;

the server receiving a first response to the question from the first expert, the first response including an answer to the question and a first instruction to post the answer to the question;

the server posting the answer to the question to the first forum accessed by the user to present the question; and in response to the first instruction, further posting the answer to the question, according to the first instruction, to a second one of the at least two forums, at which the question was not presented by the user; and

receiving a third party providing a payment from a third party associated with at least one of the fora for funding the posting of the response, the third party identified as being associated with at least one of the at least two forums.

**36. - 50. (canceled)**

**51. (previously presented)** The method in accordance with claim 35, wherein the payment includes paying a fee for the user to access the forum.

**52.-60. (canceled)**

**61. (new)** The method in accordance with claim 35, further comprising the steps of:

the server receiving a second response to the question from the first expert, the second response including a second instruction to refer the question;

the server, in response to the second instruction, referring the question to a second one of the plurality of experts; and

the server receiving a response from the second expert that provides a-supplemental answer to the question.

**62. (new)** The method in accordance with claim 35, further comprising the step of:

the third party providing a benefit in addition to the funding payment, the additional benefit concerning a third party product or service and being provided to a fourth party other than the third party, the user, and the expert.

**63. (new)** The method in accordance with claim 62, wherein the third party is a drug manufacturer and the fourth party is one of a health maintenance organization and a pharmacy.

**64. (new)** The method in accordance with claim 63, wherein the benefit to the fourth party is a discount on a drug.

**65. (new)** The method in accordance with claim 23, further comprising the step of:

the server receiving an answer via the personal expert interface of the one expert, wherein the first command further includes an instruction for the server to route the answer to the the personal expert interface of the other expert.

**66. (new)** The method in accordance with claim 61, wherein the second expert is a peer reviewer and the supplemental answer provides a review of the first response to the question from the first expert.

**67. (new)** The method in accordance with claim 66, wherein the first instruction instructs that the response from the second expert be posted only on the first forum from which the question originated.

**68. (new)** The method in accordance with claim 66, wherein the first instruction instructs that the response from the second expert be posted on the first forum from which the question originated and on at least one other forum on one other network site.